



Exhibit C

San Luis Obispo County Tourism Business Improvement District (CBID)

YEAR END REPORT for 2012

Submitted May 9, 2013

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Following the review and approval by the Board of Supervisors, this report is available on
www.WineCoastCountry.com/members

Compiled by
Cheryl Cuming, CAO
County BID
admin@SLOcountyBID.com
805.547.2243 (CBID)



San Luis Obispo County Tourism Business Improvement District (CBID)

Synopsis of 2012

This synopsis provides a 10,000 foot view of the CBID plan, which provided the framework for our approach. The 2012/2013 Marketing Plan is included and details the specifics.

Our Plan

The CBID evolved the brand ~ WineCoastCountry ~ in 2012 to better define the region in the minds of the consumer and introduced "WineCoastCountry 10 Destinations, 1 Fantastic Vacation". Utilizing the newly developed WineCoastCountry Discovery Route, a 101 mile drive loaded with activities, scenery and opportunities for visitors to enjoy, the CBID now had a defined marketing message that created a connection between the 10 unincorporated regions.

With our marketing tools fully developed, we launched an aggressive Shoulder Season Campaign targeted to the off-season timeframe of October 2011 through June 2012, and then implemented our Summer/Savor promotion from July – October. As always, our eye was set on meeting our mission ~ to increase the economic well being of our constituents.

Our Objectives

The CBID objectives remain the same - to position the San Luis Obispo County Tourism Business Improvement District (CBID) as a key contributor to increasing the number of visitors inquiring about overnight stays in the CBID region, which in turn promotes the economic well being of our constituents (motels, hotels, B&Bs and vacation rentals).

1. Become a primary component to driving increased TOT, which in turn increases overall occupancy for CBID constituents.
2. Build and strengthen the CBID brand by positioning the destination as truly unique and different from its competitive set.
3. Target improved occupancy by increasing new visitor and repeat visitors and length of stay from target market/segments utilizing a mix of elements including special events, advertising and promotions with an emphasis on the shoulder season.
4. To develop and implement countywide partnerships with the CBID being a catalyst so that all area stakeholders see their competition as those outside San Luis Obispo County.

Our Key Initiatives

Summarized below are the key initiatives for 2012/2013, with the associated results from our efforts:

- Initiative: Shoulder season and Summer promotion to drive business to CBID constituents
Result: A 9.9% increase in TOT (2011 \$5,963,511 versus 2012 \$6,556,167)
- Initiative: Drive web site leads to our constituent STAY profiles
Result: Averaged 10,300 unique visitors a month with 21% going to STAY profiles
- Initiative: Support 7 local funding boards by giving 1% of the assessment back to the community that created it in order to develop local tourism efforts
Result: Funded 22 local projects in 2011 and 104 local projects in 2012
- Initiative: Build and nurture collaborative partnerships
Result: CBID, and our 7 local fund boards, have created reciprocal marketing relationships with CA State Parks, SLO County Parks, Friends of Hearst Castle, Friends of the Elephant Seals, Piedras Blancas Light Station, Land Conservancy, Cal Poly, County VCB, and The Tribune
- Initiative: Distinguish WineCoastCountry as a unifying provider of 10 diverse regions
Result: Created a 101 mile WineCoastCountry Discovery Route
- Initiative: Enhance the online and mobile experience to efficiently connect lodging offerings
Result: With over 35% of our web traffic coming from mobile devices, the WineCoastCountry.com site has been made mobile responsive, and launched the Highway1DiscoveryRoute APP.
- Initiative: Support our CBID Core Value to fulfill our Sustainability promise
Result: Develop a Stewardship Traveler Program which will inspire visitors to deepen their SLO county experiences, learn more, and to help care for the region's natural and cultural heritage.



CBID Marketing Plan Fiscal Year: 2012 2013

Introduction

San Luis Obispo County is one of the most attractive and affordable destinations in the state, and with several metropolitan travel hubs within easy drive times, it offers easy access to the nation and the world. Marketing the accessibility, affordability of our region, and the many enriching experiences one will find here, puts WineCoastCountry in a powerful position to capture new visitors to its unique areas.

After creating WineCoastCountry.com, the San Luis Obispo County BID (CBID) is in a position to fully market all the assets of its ten regions by delivering compelling reasons and benefits for visitors to make this their vacation getaway choice. The WineCoastCountry Marketing Plan has been developed to fulfill the mission statement and meet the Strategic Goals of the CBID – within the resources available by the assessment.

The marketing effort within this plan involves a turnkey, multi-layered approach that will not only drive response and bookings, but will also cement the WineCoastCountry brand for its ability to capture the imagination of visitors, stimulate incremental visitation, and add value to the economic and environmental well-being of San Luis Obispo County.

Competition

The competition for WineCoastCountry resides outside San Luis Obispo County where the tourism emphasis is focused on attracting the target markets above. The strategies deployed will be largely measured by the ability to compete with:

- Santa Barbara County
- Monterey County
- Southern California Coastal Resort Areas
- Napa and Sonoma County
- Northern California Coastal areas

Our Mission

The mission of the San Luis Obispo County Tourism Business Improvement District (CBID) is to promote the economic well being of our constituents (motels, hotels, Bed & Breakfast properties and vacations rentals) within the regions.

Strategic Goals

Economic

Effectively promote tourism in a way that optimizes recreation, agriculture and history; and contributes to increased occupancy, overall economic prosperity, and increased employment and for the unincorporated area of the county, while supporting the rural small-town attributes.

Consumer

To attract visitors through the development of an unincorporated area of San Luis Obispo County brand and education by specifically developing an appreciation of the scenic qualities, geography, history, recreation, attractions and ambiance, i.e., the key benefits and attributes the unincorporated areas of the county and regions offer.

Environment and Natural Resources

To protect and preserve the aesthetic, historical, agricultural and cultural foundations of San Luis Obispo County.

Additional Goals

To support the CBID mission and update the five year strategic plan, the Core Marketing Firm (CMF) recognizes goals that help shape financial, operational, branding and marketing decision-making of the organization and its partners:

1. Establish reliable evaluation criteria to understand the lodging inventory available, inventory sold, revenue collected and estimated resources needed to accomplish the strategic goals. This information is used to estimate, test and refine marketing activities over time.
2. Prioritize all marketing and promotions intended to result in incremental overnight stays.
3. Ensure CBID remains an indispensable marketing partner for the local funds, constituents and area stakeholders.

Target Market

The CMF will prioritize branding and marketing to gain maximum value from engaging the audiences most predisposed to visiting WineCoastCountry.

- **Travelers originating within 3-6 hour drive markets** - Los Angeles, Orange County, Inland Empire, San Diego, San Jose/Bay Area, Fresno, Bakersfield, Santa Barbara, Ventura, Monterey, Carmel, Salinas. Secondary markets of the nearby western states with emphasis on Arizona.
- **Empty nesters** - travelling mid-week and in the shoulder season
- **Young working couples and singles** - travelling in the shoulder season
- **Families searching for value** - travelling in the shoulder season
- **Upscale wine, food and event attendees** - visiting the county for multiple nights
- **Leisure traveler groups profiled for specific interests** – seeking outdoor adventures and activities including active outdoor, equestrian, cultural, educational, environmental interpretive and participatory stewardship travel.

Research conducted by National Geographic and *VisitCalifornia.com* influence the marketing strategy for WineCoastCountry. The actionable trends guiding the brand marketing include:

California is seen as having attractive rural experiences because of its diverse geography, and there is significant interest in visiting these areas.

Not only do travelers feel that California's varied geography offers a spectrum of rural-associated experiences, but these experiences are often expected to be truly unique or world-class. Many of these experiences are perceived to be accessible from one another.

Travelers are seeking profound emotional benefits from rural travel

Spending time in nature, surrounded by unique scenic beauty, is a key benefit. Peace, rejuvenation and learning are also important benefits.

An outdoor, thematic approach to travel planning is especially appealing.

Travelers understand "outdoor experiences" to include a wide range of activities, from picnicking in a bucolic field to golf adventures to kayaking to hiking trail preservation.

Caring for the destination is increasingly important.

61% Americans believe their experience is better when their destination preserves its natural, historic, and cultural sites. 54 million Americans are inclined to select travel companies that strive to protect and preserve the local environment of the destination. One-third of all travelers are influenced by a travel company's actions to preserve the environment and/or history and culture of destinations.

Rural destinations must be marketed well immediately, or interest will dissipate.

Travelers actively search for information on rural California experiences and expect thorough information to shape their plans. In addition to strong imagery, travelers want: what is unique to the area that they can't experience elsewhere, how they can access the destination, and what scenic beauty is offered.

Marketing Strategy

The focus of the marketing effort is to generate incremental awareness and response using cost-effective content that helps targeted audiences value *WineCoastCountry.com* and use for their shoulder season vacation planning.

The primary strategies deployed are to:

- Position WineCoastCountry as a valuable resource for embracing our 10 rich wine, agricultural and aqua-cultural regions. Promote branded tour itineraries and packages that directly support the diverse lodging entities in *WineCoastCountry.com*.
- Distinguish WineCoastCountry as a unifying provider of 10 diverse regions. This is accomplished through a 101-mile ***WineCoastCountry Discovery Route*** that travelers will recognize, value and use. This route provides a convenient platform for incorporating shorter localized travelers' journeys.



- Develop and launch a comprehensive branded ***Stewardship Traveler Program*** that will inspire visitors to: deepen their SLO county experiences, learn more, and to help care for the region's natural and cultural heritage.
- Enhance the online and mobile experience to efficiently connect lodging offerings with local events, tours, signature attractions, outdoor excursions and niche offerings that all invite mid-week and shoulder season visitation.
- Deliver frequent and enriching branded content to inspire past and future visitors to stay longer, visit more frequently and share their experiences with others.
- Leverage the low cost and influence of public relations to efficiently market the region's unique natural beauty and pastoral settings plus the abundance of events, outdoor activities, attractions and itineraries that the diverse regions offer.
- Establish reliable evaluation criteria to refine marketing priorities and activities over time.

The brand messaging, creative and multi-layered marketing approach will each contain strategies and tactics to address this focus.

Brand Marketing

A brand is a promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. It is all about what makes you more unique than the competition as it relates to what the consumer is looking for. The visual representation of the brand begins with the WineCoastCountry logo and the standards displayed on *WineCoastCountry.com*.

Prospective audiences do not understand WineCoastCountry as a valuable consumer travel planning resource for our region. Many who visit *WineCoastCountry.com* are confused by the geography and purpose. The travel media also do not have strong key messaging to identify WineCoastCountry as an important reference source to the regions.

As consumers are taking an experiential approach to travel planning—rather than a literal geographical one—WineCoastCountry brand messaging is updated to clarify what is truly unique about the unifying organization, and answer: “*what I can’t see, do or get anywhere else.*”

Primary Unique Selling Points

- 10 Diverse Regions – accessible in one
- Plentiful Adventures - attributed to wine, coast, and country
- Natural Beauty/Open Spaces - preserved

Approved Tagline

The tagline cements the key attributes of WineCoastCountry and its regions at first glance.

10 Destinations, 1 Fantastic Vacation

Key Messaging

Overall Description

WineCoastCountry features 10 distinct destinations in 100 miles of California splendor

WineCoastCountry Discovery Route

Boasting 101 miles of stunning California coastline, vast wildlife, artisan villages and vineyards, The WineCoastCountry Discovery Route is a journey of 10 diverse regions spanning from the bucolic beach town of Oceano in the south to iconic Hearst Castle in the north. The Route is where visitors Discover...

Nature history lifestyle stewardship and play along the way...

Adventure In Every Sense – The WineCoastCountry Discovery Route takes visitors on a California adventure through historic towns, pristine coastline, sandy beaches and an iconic castle. Along the 101 mile journey, there are countless ways to learn and become involved in the regions.

Diversity of Area:

Wine – WineCoastCountry is home to a burgeoning and sophisticated wine region yet more approachable, friendly and relaxed than other destinations

Coast - WineCoastCountry boasts 100 miles of stunning vistas, coastline cliffs, and relaxing sandy beaches just waiting to be discovered

Country - With 101 miles of prime Pacific coastline, WineCoastCountry is a vast outdoor playground where nature provides unlimited entertainment year round including hiking trails, surfing, state parks, elephant seals, and even an abalone farm

Towns - WineCoastCountry encompasses a gold mine of diverse artisan towns and seaside villages rich in character and history

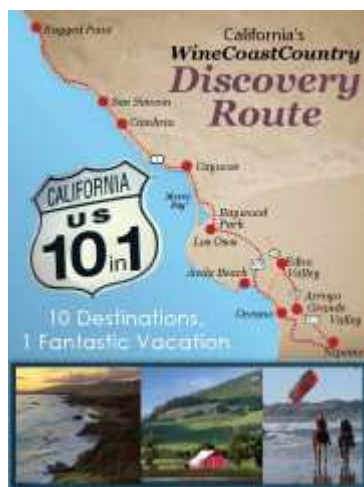
Nostalgia – *What once was, still is.* Visitors to WineCoastCountry will feel as if they've stepped back to a time where they can truly unwind while creating new memories.

Something for everyone:

With a plethora of lodging options, plus an abundance of restaurants and recreational activities, visitors can plan their own unique and detailed itinerary, based on their specific tastes and preferences

Supporting Creative Campaigns

Brand messaging, including advertising, promotions, public relations and customer communications all provide creative platforms for selling the brand. Below are examples of messaging executions supporting the approved brand tagline.



Advertising Plan

A condensed version of the ad strategy is outlined below. The plan details can be found on WineCoastCountry.com/members.

Internet and Print Advertising

Advertising on targeted travel media websites, and on regional print and broadcast media sites will be the cornerstone of the paid advertising efforts for WineCoastCountry. In some cases, these will be negotiated as value-added from our print placement efforts. Pay-per-click, geographical and behavioral targeting through Google, Yahoo, travel ad networks, and search marketing will be included in our advertising budget as appropriate.

The Los Angeles Times.com, San Jose Mercury News.com, and Sunset Magazine will focus on online and limited print to cover the target markets of Northern & Southern California with emphasis on Los Angeles, San Jose and Orange County. The remaining paid advertising budget will be utilizing on-line advertising tactics with Google TV, Ad Words, YouTube and Facebook.

Promotions and Events

Well-planned events can help increase room occupancy for the region. The County already has a strong list of quality events and promotion of these events will be a part of the overall marketing efforts as will the creation of new events.

Public Relations

The public relations team will focus on securing travel features from targeted media sources that will raise awareness cost-effectively.

Social Media

The Social Media efforts will support our mission to increase overnight stays and includes a weekly Travel Blog, daily posts and give away promotions on Face Book, videos on You Tube, posts on Twitter, photos on Pinterest and Flickr.

e-Marketing

WineCoastCountry will continue with our monthly e-newsletter, being sent to over 15,000 interested travelers.

Member/Constituent Communication

WineCoastCountry sends a quarterly Constituent newsletter and provides a monthly update in each local fund board meeting, which includes educational information on best practices and CBID programs that lodging properties can utilize within the properties direct marketing efforts.

Local Fund Co-op Programs

As part of our overall marketing strategy, the CBID and our CMT will provide marketing guidance for all local fund regions by providing tools and ideas that can be supported by each individual region or as a whole.

The WineCoastCountry Stewardship Traveler Program

WineCoastCountry *Stewardship Traveler* Program was successfully developed throughout 2012 and will be launched in 2013. The program is a key differentiating strategy that aims to attract and retain visitors, and serves to benefit our natural surroundings, historic assets, economy, and local communities. The program will be a collection of 60+ activities and events that will focus and inspire visitors and residents alike to; deepen their SLO county experiences, learn more about their surroundings, and to help care for the region's natural and cultural heritage. For WineCoastCountry, the *Stewardship Traveler* program offers a unique platform to enhance brand awareness while providing tourism leadership in sustainability.

Program Benefits

Attracts and engages an emerging, high profile visitor who will help care for the region alongside locals.

- Differentiates WineCoastCountry and SLO County from other destination choices
- Delivers cost-effective media attention
- Builds off-season and extended stay opportunities throughout the 10 regions
- Providing one path towards long term countywide economic and resource sustainability

Targeted Audiences

The program serves to engage segments of core visitors who seek meaningful, enriching, and authentic travel experiences.

- Active Adults 30 to 64+
- Household Income \$100K+
- Known discretionary spending for travel, charitable giving
- Ability to travel mid-week and shoulder-season
- Educational groups/interpretive programs

Criteria – What Makes a *Stewardship Traveler* Itinerary, Attraction or Activity?

- CONNECTION: Value opportunities for authentic and “real” connection to place, people, natural surroundings, and cultural heritage.
- LEARNING: Value opportunities for natural/cultural history interpretation, skill development, personal/family enrichment.
- CARING: Opportunities for visitors to express some form of care for nature and/or the local culture/history ... experiential (doing) and/or financial contributions (donation opportunities with local non-profit organizations).

Examples of *Stewardship Traveler* Attractions-Being Developed

- Public participation clean-ups and restoration activities beach, stream, lake, trail, meadow, campground, parks.
- Providing visitor information on how and where to donate to “make a difference” in the area that the visitor just enjoyed and connected with.
- Celebrating culture and natural history through events, tours, trips, printed materials.
- Sample Activities:
 - Holiday Bird & Bluff Walks – donations benefit Cayucos Land Conservancy
 - Hands on Citizen Science – donations benefit Monterey Bay National Marine Sanctuary
 - Oceano Dunes ATV/Cleanup – donations benefit Friends of Oceano Dunes
 - Lopez Lake Natural History Board Cruise – donations benefit Friends of Lopez Lake

For more detail information and overview visit the developing landing page at

<http://winecoastcountry.com/slo/the-winecoastcountry-stewardship-traveler/>



**Marketing Budget
24-month**

	2012 / 2013	2013 / 2014
Account Mgmt /Supervision	\$ 18,000	\$ 18,000
Creative Services	\$ 20,000	\$ 20,000
Public Relations	\$ 64,000	\$ 64,000
Promotions and Events	\$ 32,000	\$ 32,000
Social Media	\$ 38,000	\$ 39,000
Email Distribution	\$ 12,000	\$ 12,000
Advertising/Media Placement	\$150,000	\$175,000
Website Maintenance & SEO	\$ 40,000	\$ 50,000
Total Estimated Budget	\$356,000	\$396,000



Mission

The mission of the San Luis Obispo County Tourism Business Improvement District (CBID) is to promote the economic well being of our constituents (motels, hotels, B&Bs and vacation rentals).

Vision

To develop and implement a Countywide tourism effort with the CBID taking a lead role with a focus on quality of purpose and a common goal — that all area stakeholders see their competition as those outside San Luis Obispo County and together we improve countywide occupancy levels.

Core Values

Strength of Economics

We will work with our constituents and our communities to forge long-term partnerships that foster strength and stability and provide economic benefit.

Life Quality

We will ensure an ongoing quality of life with responsible stewardship of human, financial, and natural resources, with our eye on the sustainability of our purpose and our partnerships.

Openness & Transparency

We embrace an open process that encourages and values public participation and supports complete transparency in our work by communicating effectively with all interested and affected individuals and organizations.

Collaboration

We are committed to work as a team beyond organizational and geographic boundaries to achieve superior results by forming corporate and community alliances, not just marketing partnerships.

Be Accountable & Accessible

We will hold ourselves to the highest standards to responsibly manage public funds in our charge with good governance and management, while being accountable to our goals, each other and fiscally to all constituents.

Innovate & Lead

We are professionals, and as such we will exemplify leadership focused on our strength of purpose and direction, and strive to provide the highest impact for our constituents through innovative ideas and creative executions.

Demand Integrity & Mutual Respect

In all our actions as the CBID Board and as individuals representing the CBID, we will be governed by high ethical standards and integrity, both financially and professionally, with honesty and mutual respect as our guide in every activity between ourselves and all our partners.

San Luis Obispo County Tourism Business Improvement District

P.O. Box 1875 | San Luis Obispo, CA 93406

Phone 805.547.CBID (2243) | Fax 805.547.2248 | admin@slocounty8ID.com | WineCoastCountry.com



Administrator's Highlights for 2012

BID Infrastructure

- Ongoing contact & partnership with County Liaison, Nikki Schmidt
- Administered 24-month RFP effort and direct all marketing activities with Core Marketing Team
- Managed a successful marketing agency transition
- Coordinated creation of 50 Stewardship Traveler activities
- Implemented Brown Act Training in conjunction with County Counsel for 32 local board members
- Created Local Fund Procedures Manual
- Supported efforts to fulfill Grand Jury inquiry requests and interview
- Manage 2 contract staff (web content management and financial services)
- Administered 3 CBID sub-committees and held meetings: Marketing, Events & Governance

Collaborations

- Development of 101 mile WineCoastCountry Discovery Route (experiential tour of our region)
- Evolved relationships with State Parks, County Parks, VCB, Cal Poly and The Tribune
- Explored Beer BID opportunity
- Attended CTTC Outlook Forum
- Cal Poly RPTA Advisory Council member

Outreach: Constituents, Local Areas, Consumers

- Supported 7 Local Fund Boards totaling 32 Board members throughout 10 CBID regions
- Train and support 4 local fund administrators
- Maintain adherence to County policy and ordinance parameters
- Lead Monthly Local Fund Board meetings and built infrastructure for ongoing success
- Assisted with the implementation, and ultimate approval, of 104 local fund applications
- Managed ongoing constituent communications

Web Development

- Launched API content feed for use by local fund boards
- Managed www.WineCoastCountry.com totaling over 2,500 pages of content
- Administrative management of content addition totaling 585 PLAY, 422 EAT and 200 EVENT profiles
- Instituted a plan to increase search engine optimization to drive organic search results

Advertising/PR

- Managed Core Marketing Team and the implementation of Summer/Savor promotion (June – October) and the Shoulder Season campaign (November – June) to improve occupancy in the off-season
- Managed Social Media assets, including Facebook, blog, You Tube, Pinterest, Flickr and Twitter
- Created and published monthly e-newsletter; grew subscriber base to over 14,000
- Organized 23-page feature in US Airways Magazine (March 2013)

General Activities

- Ongoing CBID Advisory Board administration (7 member board): manage board agenda & publish minutes; prepare monthly progress reports; prepare & distribute Board packets
- Year End report preparation and submission



Local Fund Recap for 2012

As the CBID was formed, the CBID Advisory Board agreed on the importance of bringing funds generated within each community back in to that community. The ordinance allows for 1% of the 2% BID Assessment to be attributed directly to the Local Fund region that created it. Following is a summary of each Local Fund, including the BID Assessment Collected (through December 2012) and the year to date project applications. These projects are lead by a local fund board and the approved applications are funded directly from assessment monies that reside in each local fund budget. The Local Area Financial Statement for FY 2012-13 (as of March 2013) can be found in Attachment A.

Avila Beach – Avila Beach Tourism Alliance (ABTA)

By Laws: June 2011
Board Meeting: 2nd Wednesday of each month
Funds Balance: \$274,851

Cambria - Cambria Tourism Board (CTB)

By Laws: February 2011
Board Meeting: 2nd Tuesday of each month
Funds Balance: \$526,649

Cayucos – Visitor Alliance of Cayucos (VAC)

By Laws: February 2011
Board Meeting: 1st Monday of each month
Funds Balance: \$187,072

San Simeon|Ragged Point – San Simeon Tourism Alliance (SSTA)

By Laws: October 2011
Board Meeting: 3rd Tuesday of each month
Funds Balance: \$306,631

Los Osos|Baywood Park|unincorporated Morro Bay – VisitLosOsosBaywood.com (VLOB)

By Laws: October 2011
Board Meeting: 4th Tuesday of each month
Funds Balance: \$36,775

Oceano|Nipomo – VisitOceanoNipomo.com (VON)

By Laws: January 2012
Board Meeting: Quarterly
Funds Balance: \$24,594

Unincorporated San Luis Obispo|Unincorporated Arroyo Grande

Board: March 2013
Board Meeting: Quarterly
Funds Balance: \$10,732



Local Fund – BID Assessment Collected in 2012

Represents 1% of the 2%

BID FEE PAID		JANUARY	FEBRUARY	MARCH	APRIL	May	June
Avila Beach		11,156.65	8,143.17	7,772.47	6,615.91	16,155.33	3,714.54
Arroyo Grande/SLO (uninc)		284.73	95.37	232.42	239.39	452.93	270.96
Cambria		19,303.24	19,802.68	18,001.86	15,678.72	22,831.50	22,606.25
Cayucos		6,216.61	5,022.16	3,910.09	3,799.97	6,104.82	4,510.26
Los Osos/Morro Bay (uninc)		1,442.04	854.46	927.19	1,241.68	2,002.01	1,741.81
Nipomo/Oceano		1,409.73	868.08	806.34	1,086.11	1,453.82	1,268.76
San Simeon		8,465.73	6,568.82	6,969.29	7,109.29	10,156.95	11,338.56
		48,278.71	41,354.74	38,619.63	35,771.05	59,157.35	45,451.13

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
16,015.80	21,998.61	14,980.01	9,629.49	10,634.57	12,038.88	138,855.42
1,253.25	755.15	605.71	483.41	435.33	464.04	5,572.67
25,243.11	37,429.12	38,033.87	39,682.70	26,336.61	21,516.51	306,466.14
11,830.45	13,632.08	14,639.48	13,176.38	6,150.14	4,303.83	93,296.24
2,646.70	2,468.23	2,601.79	1,104.09	1,659.05	1,021.49	19,710.51
2,115.96	4,227.53	2,441.68	2,059.48	1,127.31	1,532.28	20,397.05
14,629.70	25,369.08	18,465.34	20,881.86	7,788.20	10,398.65	148,141.44
73,734.95	105,879.79	91,767.88	87,017.40	54,131.18	51,275.67	732,439.45



Local Fund Application Summary – as of 4/30/2013

Cambria:

VCB – Savor Hearst Castle Behind the Scenes Tour Sponsorship (\$1,250)
Cambria Ed. Foundation – Garden Tour Event Sponsorship (\$1,600)
Chamber/RTA – Trolley Service Summer 2012&13 (2 yrs=\$13,000)
Historic Society - Scare Crow advertorial in LA Times (\$428)
FreshBuzz – Social Media Phase II (\$9,900)
Silverado/Hearst Castle – Bus Wrap (\$5,000)
American Legion – 4th of July Fireworks (\$9,000)
Rademaker Design – Logo final design revisions (\$650)
Managing Asst J Mitchell (up to \$20,600+apprvd expenses for 6 months)
FreshBuzz – Bus Wrap design (\$1500)
PB Visitors Center Certified Rack (\$300 for 12 months)
FreshBuzz – Social Media Phase III (\$20,500 for 6 months)
Discovery Route launch at Sunset Savor (up to \$7,500), including Invasive Weed Removal at Fiscalini Ranch, Am. Legion Peace Garden & CHS Walking Tour Plaques
FreshBuzz – TripAdvisor Change Order and 150 Photographs (\$3,600)
CTTC/Sunset – CA Magazine 1/3 page ad (\$13,500)
Chamber – Holiday in the Pines sponsorship (\$2,500)
FreshBuzz – TripAdvisor banner ads (\$1,750)
Silverado/Hearst Castle – Additional graphics on bus wrap (\$500)
LA Times Travel Section Advertorial (\$1,487.50)
FreshBuzz – extend Social Media Phase III contract for 1 month thru Feb (\$2,250)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Managing Asst J Mitchell (up to \$41,600 for 12 months – 32 hours @ \$25/hour)
24 month contract with MMC (\$200,000/year or \$400,000)
FreshBuzz extension of F/B, TripAdvisor, Hosting Fees and F/B ads (\$6,560)
Historic Society - Scare Crow Festival 2013 (\$4,975)
Web Cam/Weather Station Maintenance for 12 months (\$3,880)
VCB – Sunset Savor Adventure Tour Sponsorship (\$2,125)
Trip Advisor Community Page & Banner ads renewal (\$16,500)
Fresh Buzz – transition services (NTE \$3,750)

Avila Beach:

Administrative Assistant (up to \$14,400 + approved expenses for 12 months)
SLO Wine - Harvest Celebration 2012 Sponsorship (\$6,000)
Discovery Route launch at Sunset Savor (up to \$5,000)
Rack card (up to \$3,000 revised to \$3,940)
AB Civic Assoc – Winter Holiday in Avila sponsorship (\$1,000)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Amgen Tour of CA Sponsorship (\$30,000)
TJA – Agency Retainer (\$1,500/month or \$9,000 November – April)
SLO International Film Festival – Sponsorship (\$4,500)
Harvest Celebration Avila Vacation Giveaway (\$500)
Journalist Hosting Fees for Greg Aragon (\$175.38)
Journalist Hosting Account (\$1,800)

Ad for SLO International Film Festival Program (\$285)
Face Book and YouTube ads for Shoulder Season (\$6,300)
Responsive/Mobile Ready website (\$3,800)
Amgen Promotional Effort/Weekend Package (\$4,815)
:30 second TV spot scripting, shooting, edit and production (\$3,000)
US Airways Reprint 12 page brochure (NTE \$4,500)
Amgen Event Program ad (\$285)
VCB – Sunset Savor Adventure Tour Sponsorship (NTE \$3,000)

Cayucos:

VCB – Sunset Savor Abalone Tour Sponsorship (\$2,500)
Discovery Route launch at Sunset Savor (up to \$5,000)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Cayucos Chamber of Commerce – Visitor Center funding (\$25,000)
Safety Committee – Beach playground equipment (\$5,000)
Cayucos School – Waster Busters Sponsorship (\$1,500)
Chamber - Sea Glass Festival 2013 sponsorship (\$4,999)
US Airways Reprint 4 page brochure (\$800+tax&shipping)
VCB – Sunset Savor Adventure Tour Sponsorship (NTE \$3,000)
Judy Ackerman – Marketing Facilitation (\$3,325)

San Simeon:

VCB – Savor Hearst Castle Behind the Scenes Tour Sponsorship (\$1,250)
Friends of the Elephant Seals – Soupabration Sponsorship (\$2,500)
Hearst Castle/State Parks – Live Cam & T1 Line (\$10,000)
Hearst Castle/Silverado & Rademaker – Bus Wrap & Creative (\$5,000 + \$2,500)
Hearst Castle/Silverado – Bus Wrap Coop w/ FES, PBLs & MBNMS (\$2,500 ea X 3)
Rademaker – Bus Wrap integrate coop design (\$2,000)
MBNMS – Fair Day (\$2,302.13)
American Legion – 4th of July Fireworks (\$1,600)
Verdin|RIESTER - Lodging Property website randomizer (\$750)
Discovery Route launch at Sunset Savor (up to \$5,000)
Silverado/HC Bus Wrap rub rail (\$400/bus or \$1,600)
Mental Marketing/TJA – Marketing Strategic Plan (\$13,500)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Mental Marketing/TJA – US Airways Editorial Coordination (\$1,500)
VCB – Sunset Savor Adventure Tour Sponsorship (NTE \$3,000)
US Airways Reprint 12 page brochure (NTE \$4,500)
Riester – Phase 3 of web development and monthly reporting (\$7,500)
Info Board - Visitor Center kiosk (NTE \$11,000)
MM/TJA – 90 day VC Recruitment, Acct Mngment and Social Media set up (\$6,450)

Los Osos/Baywood/uninc. MB:

VisitLosOsosBaywood.com Collateral Piece (up to \$2,000)
Discovery Route launch at Sunset Savor (up to \$3,000)
Festival Mozaic Winter Mezzo sponsorship (\$500)
US Airways Featured Editorial Coop – 2 pages (\$7,000)
Celebrate LO – Sign Restoration (\$2,350)

Oceano/Nipomo:

Administrative Assistant (\$2,400; 12 months at \$20/hour for 10hrs/mnth)
Stone Soup Ethnic Music Festival (\$500)
McDill Associates Brainstorm/Message/Brand Development (\$6,000)
Discovery Route launch at Sunset Savor (increased by \$1000 up to \$4,000)
McDill – Rack Card & map illustration (\$5,000)
US Airways Featured Editorial Coop – 2 pages (\$7,000)
Administrative Assistant – 45 additional hours through June 30 (\$900)

Edna Valley/AG:

Recipe Cards at Sunset Savor (2 for \$589.86)
US Airways Featured Editorial Coop – 1 page (\$3,500)
Administrative Assistant (\$1,000; 12 months at \$25/hour for 10hrs/quarter)



Stat Brief for 2012

Website, Social Media and Current Assets

www.WineCoastCountry.com launched in late 2010, and is the primary marketing tool for the CBID. Summarized below are the stats from 2012:

Total visits:	145,227 – grew 4% Year over Year
Unique Visitors:	124,826 – grew by 6% Year over Year
Daily visits:	398 visits to the site every day
STAY Page views:	19.4% of total Page views going to lodging pages
% of New Visitors:	78.3%
New vs. Returning:	84.72% vs. 15.28%
Traffic Sources:	33% of our web traffic came from our partner sites including Hearst Castle, The Tribune, SLO County VCB, Sunset Magazine and the local fund board content feeds

The CBID has developed several assets in 2012, following the website launch, which includes:

Content	over 2,500 pages with 585 PLAY, 422 EAT and 200 EVENT profiles
e-Newsletter	14,000 subscribers – grew by 40%
Face Book	12,500 likes – doubled in 2012
Blog	launched in November 2011
Videos	15, including general, by region and niche interests
Virtual Tours	25
APP	www.Highway1DiscoveryRoute.com

TOT Tracking

In order to measure the success of our efforts, we tracked the TOT increase during our Shoulder Season campaign, as well as the overall TOT increase for 2012. Working with our County Liaison, Nikki Schmidt, the monthly TOT paid is summarized and compared Year-Over-Year. Detailed reports are available.

For 2012 versus 2011, bed tax shows an increase of 9.9% (2011 \$5,963,511 versus 2012 \$6,556,167). Comparatively, we saw an even greater increase during our off season promotion (November 2011 – June 2012), coming in at a 45.6% Year-Over-Year (2010/2011 \$2,404,390 versus 2011/2012 \$3,500,714).

Advertising

Our advertising consisted of on line advertising utilizing Facebook and Google with a focused effort to improve our SEO (ranking in Google and others) through improvements in natural search (use of key words on our site, meta-tags on page titles, reciprocal linking, etc). Our strategy focused improving non-paid organic traffic by driving unique visitors to our website using SEO versus the pay-per-click model.

Total impressions were over 5.5 million. Of total visits, only 16.5% were paid, and almost 75% were non-paid.

Public Relations

WCC.com was found in well known media like:

Sunset Magazine, US Airways Magazine, SF Gate, Bay Area Parent, US Frontline News, Yahoo News, CBS Los Angeles...and more. Please go to www.WineCoastCountry.com/media to obtain the article/coverage.

Total impressions from our PR efforts total 16,712,574 with a total circulation topping 71 million. Total impressions from hosting journalists to our regions totaled over 15million.

Partnerships

The CBID's vision talks about collaborating within our County so that we can better compete outside of our County ~ this is the cornerstone and drives the CBID's collaboration with key partners. Hearst Castle and State Parks continue to be our main focus. With 24% of our web referral traffic coming from HearstCastle.com, the CBID will continue to work to find new ways to grow our businesses.

Both SLO County Wine Alliances (Paso Wine Alliance and SLO Wine Country Alliance) share their content with WCC.com. Plus, the CBID has created a great opportunity with the Cal Poly Alumni Association.

WCC.com also monitors other sites that pull big out of area traffic, and then look to them to create a win-win. In 2012, the CBID partnered with SanLuisObispo.com (The Tribune) and now provides all visitor information on the site, whereby 40% of the web visitors are from out of area.

The CBID continues a close partnership with the SLO County VCB/Visit SLO County, as the CBID funds annual memberships for our 500 active constituents and is a Platinum Sponsor at Sunset SAVOR the Central Coast, hosting the Opening Night at Hearst Castle, 6 of the 11 Adventure Tours and managing the largest footprint of community representation in the SAVOR Central Coast Pavilion (10 regions in 700 square feet).

**General Fund Budget & Expenses Recap - FY 2012|2013 (as of March 2013)
can be found in Attachment B**

General Fund Budget DRAFT FY 2013|2014

Presented below is the draft budget for the CBID for FY 2013 2014 as of March 2013.
Please keep in mind that this represents 1% of the 2% collection amount, as the other 1% is attributed to the local funds.

2012 2013 Net Income (as of March 2013)		\$318,754
2012 2013 Contingency Balance (as of March 2013)		\$173,263
Projected assessment collection above budget		\$145,000
Anticipated Carry forward		\$637,017

Projected Income for 2013 2014

Anticipated Carry forward		\$637,017
2013 2014 Projected Assessment Collections		\$873,234
Anticipated 5% Increase in Collections		\$43,662
2013 2014 Projected Income including Carry forward		\$1,553,913

Anticipated Expense Budget for 2013 2014

Funds allocated to marketing		\$396,000
Sponsorships, including Savor 2014		\$85,000
Visit SLO County Member Value Program		\$44,000
Event Support and Event Participation Matching Fund		\$100,000
Stewardship Marketing Program		\$75,000
Sub Totals:		\$700,000

Administration

CAO		\$70,000
County Administration		\$15,000
Admin Support - content and financials		\$20,500
Admin Totals:		\$105,500

Total:		\$805,500
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Contingency		\$748,413
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Grand Total		\$1,553,913
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